

## AMENDMENTS TO THE CLAIMS

## Claims 1-29: (Canceled)

30. (Currently amended) A system configured to allow a potential customer of ~~one of a~~ plurality of distributors having a business affiliation with a parent company to access customized information of ~~that one of the plurality of distributors~~ using a site-code unique to the distributor, the system comprising:

a host computer containing:

a plurality of distributor web-sites each:

corresponding to a respective one of the plurality of distributors;

containing customized information customized to the ~~corresponding one of the plurality of distributors; and~~

having a unique distributor URL; and

having associated therewith a unique site-code; and

a group web-site containing business information ~~common to all of the plurality of distributors and the parent company~~ and operatively configured to:

-display to the potential customer a site-code field for receiving the site-code from the potential customer; and

~~and to provide access to display~~ said customized information ~~of the one of the plurality of distributors~~ in response to the potential customer inputting into said site-code field the ~~one of said unique site-codes~~ corresponding to that one of the plurality of distributors.

## Claim 31: (Canceled)

32. (Currently amended) The ~~method-system~~ of claim 31, ~~further comprising the step of~~ accessing the first custom business information wherein said host computer contains business information of the parent company and said group web-site is operatively configured to display said business information and the customized information in response to the potential customer inputting into said site-code field the site-code of the distributor.

33. (Currently amended) The ~~method system~~ of claim 32, wherein the step of accessing the first custom business information includes accessing a first customized individual business owner web-site containing the first custom business information; said group web-site is operatively configured to display a web-page in response to the potential customer inputting into said site-code field the site-code of the distributor, said web-page containing the customized information and said business information.
34. (Currently amended) The ~~method system~~ of claim 33~~30~~, wherein the step of accessing a first customized individual business owner web-site includes accessing a part of the group web-site; the customized information comprises a distributor banner.
35. (Currently amended) A method ~~for~~ of accessing first custom business information of a first common to a group of business owners that includes an individual business owner, from the group having a group web-site having a group URL and containing the business information and custom business information for each of a plurality of the individual business owners, the group web-site including an input field for receiving any one of a plurality of unique private site-codes each corresponding unique to the custom business information of a corresponding respective one of the plurality of individual business owners, the method comprising the steps of:
- supplying collateral material to at least one potential customer, said collateral material comprising:
    - the group URL of the group web-site; and
    - a the first unique private site-code of the plurality of unique site codes, said first unique site-code corresponding to the first individual business owner and the first custom business information; and
    - instructing said at least one potential customer to access the first custom business information by visiting the group web-site and inputting said first unique the private site-code to the input field of the group web-site.

Claims 36 and 37: (Canceled)

38. (Currently amended) The method of claim 37~~35~~, wherein ~~the step of accessing the first customized individual business owner web-site includes accessing a part of the group web-site has a group URL and the method further comprises the step of instructing said at least one potential customer to access the input field by accessing the group web-site using said group URL.~~
39. (New) A system configured to allow a potential customer of an individual business owner having an affiliation with a business group to access customized information of the individual business owner using a site-code unique to the individual business owner, the system comprising:
- a host computer containing:
    - customized information customized to the individual business owner; and
    - a group web-site operatively configured to:
      - display to the potential customer a site-code field for receiving the site-code from the potential customer; and
      - display said customized information in response to the potential customer inputting into said site-code field the site-code of the individual business owner.
40. (New) A system according to claim 39, wherein said host computer contains business information of the business group and said group web-site is operatively configured to display said business information and said customized information in response to the potential customer inputting into said site-code field the site-code of the individual business owner.
41. (New) A system according to claim 39, wherein said group web-site is operatively configured to display a web-page in response to the potential customer inputting into said site-code field the site-code of the individual business owner, said web-page containing said custom information and said business information.

42. (New) A system according to claim 39, wherein said custom information comprises a banner customized to the individual business owner.
43. (New) A method of accessing custom business information of a distributor that is affiliated with a parent company having a distributor group web-site containing distributor information of the distributor, the distributor group web-site including an input field for receiving a site-code corresponding to the distributor, the method comprising:
- providing collateral material to at least one potential customer, said collateral material comprising the site-code of the distributor;
  - instructing said at least one potential customer to visit the distributor group web-site;
  - and
  - instructing said at least one potential customer to input the site-code to the input field of the distributor group web-site so as to access the distributor information.
44. (New) The method of claim 43, wherein the distributor group web-site has a group URL and the method further comprises the step of instructing said at least one potential customer to access the input field by accessing the distributor group web-site using said group URL.
45. (New) A method of accessing custom business information of an individual business owner that belongs to a group having associated therewith a group web-site containing the custom business information and including an input field for receiving a site-code corresponding to the custom business information of the individual business owner, the method comprising:
- receiving collateral material from the individual business owner, said collateral material comprising the site-code corresponding to the individual business owner and the custom business information;
  - visiting the group web-site; and
  - inputting the site-code to the input field of the group web-site so as to access the custom business information.
46. (New) A method according to claim 45, wherein the group web-site includes common business information common to the group and the step of inputting the site-code includes

inputting the site-code to the input field so as to access the custom business information and said common business information.

47. (New) A method according to claim 46, wherein the custom business information comprises a banner customized to the individual business owner and the step of inputting the site-code includes inputting the site-code to the input field so as to access said banner and said common business information.
48. (New) A method of accessing distributor information of a distributor that is affiliated with a parent company having a group web-site containing the distributor information and including an input field for receiving a site-code corresponding to the distributor, the method comprising:
- receiving collateral material from the distributor, said collateral material comprising the site-code of the distributor;
  - visiting the group web-site; and
  - inputting the site-code to the input field of the group web-site so as to access the distributor information.
49. (New) A method according to claim 48, wherein the group web-site includes common business information and the step of inputting the site-code includes inputting the site-code to the input field so as to access the distributor information and said common business information.
50. (New) A method according to claim 49, wherein the distributor information comprises a distributor banner customized to the distributor and the step of inputting the site-code includes inputting the site-code to the input field so as to access said distributor banner and said common business information.

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